

Monthly Musings



Courtesy of Fletcher Consulting

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SMART PRAISE:

Garth Brooks & Bob Doyle

How many of us receive praise in front of tens of millions of people for our great work? Well, my longtime friend Bob Doyle did during Sunday night's Academy of Country Music Awards.

"We started our careers way back in the honky-tonks. I have to thank you, of course. I want to thank one guy – Bob Doyle – for seeing this from the very first and sticking with it. We're still together and I hope we are for another 25 years."

How many of us receive praise in front of tens of millions of people for our great work?

Talk about a solid relationship!!! Bob discovered Garth when Bob worked in the music licensing company ASCAP in Nashville. As Bob describes, "I could hear his genius and nobody else could."

Bob resigned his position and managed Garth full-time. He took a calculated risk and that move has certainly paid off for both of them.

"I want to thank one guy — Bob Doyle — for seeing this from the very first and sticking with it."

Just 24 hours before that ultimate praise, I enjoyed dinner with Bob and Garth's publicist, Nancy Seltzer.

Bob and Garth have proven that earning trust and respect can deliver a huge payoff.

"I could hear his genius and nobody else could."



(l-r) John Fletcher, Nancy Seltzer, Bob Doyle



SMART STRATEGY:

Leta Andrews' game plan

Leta Andrews' positive outlook on life has led her to become the winningest high coach of any sport, boys or girls, in American history. Her 1,416 wins is a record that is unlikely to be matched.

I met her when my Wendy's franchisee client bought a location in Granbury. His question to me was simple: How will you introduce us to Granbury?

"The first person I'm going to meet is Leta Andrews," I said. "She owns the pulse of the community and is the most beloved person in Granbury. Her players, their parents and the entire community all love her."

Leta retired last May and has devoted a lot of her time to working on her and David's (her husband) farm. I called her recently and asked her to speak to the HEB (Hurst Euless Bedford) Chamber of Commerce luncheon, which she did on April 9.

She had the audience laughing and feeling the emotion with her stories of motivating students and well as her athletes. She told of times when she filled in for the boys' basketball coach for practice and how the boys responded to her loving and motivating attitude.

In her career, she met numerous times with UCLA's legendary Coach John Wooden, plus North Carolina's brilliant coach Dean Smith.

Here is what Leta describes as her "Game Plan," which she



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learned from these two coaching greats plus her parents:

1. **Make each day a masterpiece.** At the end of the day, you should feel good about yourself and know you made yourself proud by giving your very best efforts.
2. **Be true to yourself.** Without this focus, you can never be true to your family, friends and colleagues at work.
3. **Drink from good books.** She challenged us to read the Bible and also expose ourselves to such diversity as poetry and history to broaden our horizons.
4. **Have a good friend and be a good friend.** Enough said.
5. **Count your blessings.**
6. **Pray for our country and do your best to make a positive difference.**

She didn't mention one more point, but I will: She believes in being actively involved in your business or focus area. Even in her early 70s, she was still running the steps of the bleachers with her girls' basketball team, serving as an inspiration.

For us to reach our full potential, we should all follow the game plan of Leta Andrews!

SMART VISION:

Under Armor/Jordan Spieth

We all know Jordan Spieth is the real deal. After all, he won the Master's Golf Championship just over a week ago at age 21 and tied Tiger Woods' record at 18 under par. Now he is considered to be a sure thing.

The apparel company Under Armor felt Jordan was worth the risk in January 2013 when it signed him to a four-year endorsement contract before he had even won a pro tournament.

Under Armor's hope was that he would explode on the scene and create demand much like the Michael Jordan reputation that drove Nike's shoes.

Jordan was under the radar on the pro tour at the time, loaded with trophies from the junior and college level (University of Texas).

In his junior year in high school in Dallas, he skipped his class prom because he was in second place for the Byron Nelson Classic on Saturday. He faded on Sunday for a 16th place finish, but he made quite an initial impression on the adult golf world.



Nike, the clear leader in the sports shoe and apparel business with nine times the volume of Under Armor, apparently fell asleep at the switch and failed to make any kind of compelling offer to Jordan Spieth. Meanwhile, Under Armor took a chance on the youngster, then 19 years old.

The challenge with pro golfers is that every single player has a beautiful swing on the driving range. The true champions are those who savor the pressure in the last hour of competition – those who rise to the challenge rather than

fall to the side.

In 2013 Jordan won the John Deere Classic and was named Tour rookie of the year. Last year he finished second at the Masters.

This January, Under Armor took yet another chance and extended the endorsement agreement for eight more years. The timing was perfect. So far in 2015 Jordan has:

- Won the Masters
- Won the Valspar Championship in Florida
- Overall had SEVEN top-11 finishes in ten events

Being smaller and faster to act is often the advantage when vying against a larger competitor. While Nike played it safe by waiting, it lost the opportunity to endorse the player who is likely to challenge for the top one or two positions in professional golf for the next decade.

Big and slow has lost once again to smaller and faster. Where do you stand when facing opportunity: Big and slow, or smaller and faster?

SMART CORRECTION:

Sonic got it right

I enjoy my Dr Pepper, and I thoroughly LOVE Vanilla Dr Pepper (VDP). So it was frustrating the other day when I went to my favorite source of that sweet nectar that goes down so smoothly.

After ordering my drink on the speaker, I waited 12 minutes and there was no reply. Frustrated, I didn't argue; I just drove away and went to source #2 for VDP. I felt it was a lesson in patience.

Their large drink was on the menu for \$2.09. When I placed the order over the speaker, the lady said it cost \$2.91. I told her the menu clearly showed a \$2.09 cost and the only \$2.69 cost was for iced tea. I offered to take a photo with my iPhone but she was having none of it.

This became a matter of principle so I withdrew from the line and left, again without being angry or impolite to her.

As I drove away to purchase a Dr Pepper (without vanilla) elsewhere, I decided to call each of the restaurants just to give them some input. When I called the first (Sonic), the manager apologized and said he would leave my name on a list and give me not one, but THREE free large drinks. I was impressed.

When I called the other drive-through that offers VDP, the manager offered to let me drive back and she would honor the \$2.09 price. Nothing free for all my trouble and really no apology.

When you have a customer complaint, how do you manage the situation? This Sonic operator chose to **WOW** a customer, and the other business chose to prove they were in control even when they were wrong.

Which one are you?

